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THE TELEVISION

ENVIRONMENT

Organized by William Adler and

1.

John S. Margolies for Telethon

11

2.

VIETNAM CASUALTIES
KILLED
U.S. 168
S. VIETNAM 863
ENEMY 5,898
U.S. KILLED 41,901
SINCE 1961

3.

THE TELEVISION ENVIRONMENT

THE TELEVISION ENVIRONMENT, organized by TELETHON, is an exhibition of visual material from the television screen—the visual information of a visual culture.

TELETHON is a documentation and production company formed to analyze and expound the reality of the communications environment. The principal members of TELETHON are Billy Adler and John Margolies.

TELETHON's primary activity is the documentation, through color slides and research papers, of the visual reality of commercial television.

Concentrating on programs presented live or on video tape, TELETHON is setting about to compact the disposable television experience so that it can be more easily understood in terms of the reality television itself creates. TELETHON is concerned with television as an information medium rather than an entertainment medium, although entertainment itself is information.

While many people attack commercial television, TELETHON accepts the commercial reality as an indication of the contemporary cultural expression of values and symbols which we all share in common. TELETHON believes that those people now doing commercial television are artists in the highest sense of the word. Their intention is mass appeal and their esthetic is the creation of something that must be exactly the same yet completely different; something instantly fascinating and totally forgettable.

If commercial television is about creation of the forgetful, TELETHON is about remembering what we have forgotten.

TELETHON feels that there is a lack of information about what actually comes into almost all of our homes on our cathode ray tubes. Too often, critics inject their own values and judgments upon TV, thinking of it in terms of traditional entertainment forms such as movies and plays. But television has created its own distinct reality. If a movie is shown on television it becomes television, not a movie.

As a mass medium television serves a mass audience—an audience accustomed to having it on for hour after hour rather than watching it at specific times or for specific periods of time. Television has changed the perception of an entire generation. Television does not begin and end; it is *the* great and powerful continuum.

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Photograph by Joel Bernstein

TELETHON

TELETHON is a documentary photographic project. The thrust of the survey is to record through color slides the ephemeral environment as it appears and disappears. The main emphasis of the work is the commercial television image—an important component of the highly mobile environment in which we live.

TELETHON, consisting of William Adler and John S. Margolies, has exhibited in the "Recorded Activities" show at the Moore College of Art, Philadelphia, October, 1970, and at the International Design Conference in Aspen (Colorado), June, 1971. A multiple international exhibition of TELETHON, "The Television Environment," arranged under the auspices of The American Federation of Arts, is scheduled to open simultaneously in a number of cities in the fall of 1971.

TELETHON material has been presented in lecture form to: The American Federation of Arts and Institute For Architecture and Urban Studies, New York City; and The Architectural Panel, Oakwood School, Design School of California Institute of the Arts, and United States Student Press Association, Los Angeles.

TELETHON material has been published in *Show Magazine* and *West Magazine.*

TELETHON is appearing in the Westinghouse syndicated television program "The Smothers Organic Prime Time Space Ride," scheduled to be aired in the fall of 1971.

TELETHON was awarded a National Endowment for the Arts Photography Fellowship-Grant in June, 1971.

Mr. Adler and Mr. Margolies were both awarded Masters' Degrees from the Annenberg School of Communications, University of Pennsylvania. They taught the course, "Workshop in Communications, Documentation and the Environment," at the Design School of the California Institute of the Arts in the spring term, 1971.

Mr. Adler taught English and Communications at Cheney State College in Pennsylvania and Nassau Community College in Long Island, New York. Preceding the formation of TELETHON, Mr. Adler was a copywriter for the Carl Ally advertising agency in New York for three years. His photographs were exhibited at the School of Visual Arts, New York City.

As a writer-photographer Mr. Margolies was Assistant Editor of *Architectural Record* from 1964 to 1968. He has also published articles on a free-lance basis in the following publications: *Architectural Forum, Art In America, Progressive Architecture, Art Voices,* and *Arts Magazine.* From 1966 to 1968 Mr. Margolies directed the Architectural League of New York's program of lectures and exhibitions, including the League's series of "environmental" exhibitions: "Prisms, Lenses, Water, Light," by Charles Ross and USCO; "Slipcover," by Les Levine; "Corridors," by John Lobell and Michael Steiner; "Vibrations," by Jackie Cassen and Rudi Stern; "Light Floors," by Lila Katzen; and "Subways," by Barbara Stauffacher. During 1970 Mr. Margolies was the "Resident Thinker" (Coordinator, Experimental Programs) at The American Federation of Arts, advising the A F A of new, relevant areas of institutional involvement. His main project at the A F A was the controversial exhibition, "Morris Lapidus: Architecture of Joy." Mr. Margolies continues as a Consultant to the A F A. His most recent project was the publication of a double issue of *Design Quarterly* (78/79) on "Conceptual Architecture" for the Walker Art Center (Minneapolis)/Graham Foundation program in design criticism.

TELETHON is a division of Great Balls of Fire, Inc., a company concerned with documentation of environmental phenomena. TELETHON is located in Southern California: 2622 Second Street, Santa Monica 90405; telephone: (213) 399-5391.

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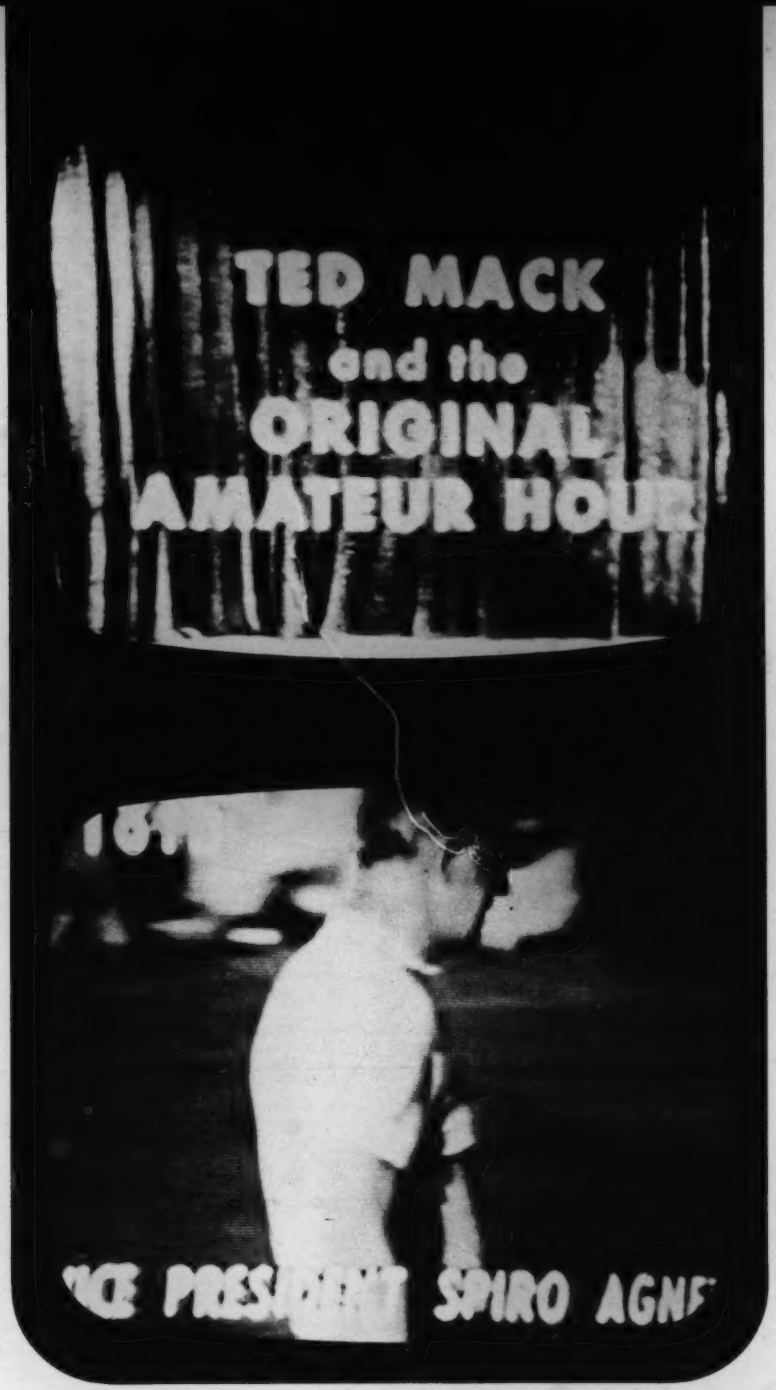
AIR POLLUTION
UNHEALTHY
BAD
BAD
CARBON MONOXIDE
PORTIONS OF THIS
RECORDED BR
WERE PREVIOUS

9.



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PHOTOGRAPHS BY TELETHON

1. Kukla, Fran and Ollie, NET
2. President Nixon at the baseball all-star game, 1970, NBC
3. Vietnam Casualties, 1970, WNBC
4. Roy Rogers and Dale Evans on "The Hollywood Palace", ABC
5. President Nixon telephoning the moon, 1969, NBC
6. Nikoban
7. Kent Cigarettes
8. Tex Antoine and the Weather, 1970, WABC
9. "All-American College Show", WNEW
10. "Ted Mack's Original Amateur Hour", CBS
11. Vice-President Agnew at the "Bob Hope Desert Golf Classic", 1971, NBC
12. Miss U.S.A., 1970, CBS
13. Zoom Breakfast Cereal
14. Earl Scheib
15. Barnabas Collins, "Dark Shadows", ABC

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